

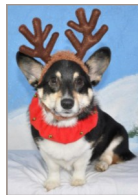
GUIDING MONTANA BUSINESSES TO

Success



Allison Egan recognized the need for a quality pet boarding and grooming facility in the Billings, Montana area. Allison had worked at a similar pet care facility and knew that having her own business was her life dream. Allison realized that one of the key challenges to opening a business was creating value by uniquely differentiating her facility from its

direct competitors and other similar pet facilities. One difficulty she faced was reaching her target market of dog owners who value quality care for their dogs. Rebecca Hedegaard, Director of the Small Business Development Center at Big Sky Economic Development, assisted Allison with budgeting, cash flow projections, market research, and business planning. The SBDC was also instrumental in helping Allison locate adequate financing to provide the working capital she needed to get started. The Dog Spot opened in April 2012, and is a full-service pet care facility dedicated to providing excellent service and quality pet care. The business provides dog and cat grooming, doggie day-care, dog boarding, pet photography, pet speciality products, doggie birthday parties and hosts special events.



SBDC at Big Sky Economic Development

Advisor: Rebecca Hedegaard

Client: Allison Egan

Impact: New Business Created

Financing Received

Awww!

